

Central Hollywood Coalition
Sunset & Vine BID Board Meeting

MINUTES

April 10, 2012

4:00 – 6:00 p.m.

AMPAS Pickford Center

1313 Vine Street, Los Angeles, CA. 90028

Officers and Directors Present

Brian Folb, President, Paramount Contractors

Duke Gallagher, Treasurer, The Production Group

Fabio Conti, The Fabiolus Café

John Given, CIM Group

Kitty Gordillo, Hollywood Wilshire YMCA

Lillian Kuo, Broadreach Capital

John Lupo, JMPL Property Management

Elizabeth MacDonald, Los Angeles Film School

Harout Markarian, Western Diocese of the Armenian Church

Michael Pogorzelski, President, Academy of Motion Picture Arts and Sciences

Fred Rosenthal, Ametron

Absent

Carol Massie, Secretary, McDonald's Restaurants

Charles Eberly, The Eberly Company

Roxanna Sassanian, Vice President, Sunset Gower/Sunset Bronson Studios

Consultants

Sarah MacPherson, Executive Director

Kerry Morrison, Hollywood Property Owners Alliance

Joseph Mariani Jr., Hollywood Property Owners Alliance

Devin Strecker, Hollywood Property Owners Alliance

Guests

Heather Cochran, AMPAS

Mike Smith, Broadreach Capital Partners

I. Call To Order

Brian Folb called the meeting to order at 4:12 p.m.

II. Public Comment

There was no public comment.

III. Presentations

The board briefly left the conference room to walk across the street to Academy Hollywood, the new AMPAS outdoor movie theatre, with Heather Cochran. The group toured the facility, which is still under construction, and heard about the project's progress from Cochran, the coordinator of the project. The board is planning to hold its upcoming Sunset & Dine event at the location. Cochran said that the first screening for invited guests will most likely be held on May 12.

IV. Approval of Board Minutes

A. Minutes from March 13, 2012

Copies of the minutes were distributed to the Board for their review. Given noted a correction to the minutes to indicate that he was in attendance.

It was moved by Kitty Gordillo, seconded by Harout Markarian and CARRIED to approve the Minutes, with one correction, from the March 13, 2012 meeting. Unanimously approved.

V. Treasurer's Report

Gallagher distributed a cash flow statement, annual budget with expenses to date, a balance sheet and reconciliation report to the Board for their review.

It was moved by Mike Pogorzelski, seconded by Lillian Kuo and CARRIED to approve the Treasurer's Report ending February 29, 2012. Unanimously approved.

VI. Committee & Program Reports

A. Marketing and Communications

1. Sunset & Dine: Strecker and Fabio discussed the upcoming Sunset & Dine event, which is in the planning stages. Conti invited more board members to participate in the planning and also asked if any had contacts to get television coverage for the event. The committee's budget for the event was presented and Strecker noted that the committee is requesting an event budget not to exceed \$5,000 from the board for equipment rentals, promotion and event management, with the hopeful expectation that ticket sales and revenue are projected to exceed \$5,000.

It was moved by Kitty Gordillo, seconded by Lillian Kuo and CARRIED to allocate up to \$5,000 for the budget of Sunset & Dine. Unanimously approved.

2. Sunset & Dine and pole banner contest: Strecker asked the board to continue voting in the Sunset & Vine banner design contest on Facebook, and to encourage their networks to participate in voting. Two of the winners will be determined via the Facebook contest and the board will select the other two.

3. Report from the Hollywood Chamber Business Expo: Strecker and Mariani attended the Hollywood Expo as exhibitors representing and promoting Hollywood HQ and Navigate Hollywood. Strecker said that approximately 50 people inquired about both sites and left business cards at the table.

B. Security Committee

1. Security Committee Update: Mariani had left a pre-recorded report for the board to hear as he was not able to make it to the meeting. He stated that many items are currently in progress and the next committee meeting agenda will be full. Calls for service have continued to increase. The committee has continued to discuss possibly upgrading the security camera system, but they are looking to receive a detailed report or presentation on how the cameras have been utilized before they proceed.

2. Meeting with Social Security Administration property: Mariani said Seyler has met with the property owner and tenant; they have their own security and will not sign a trespass release form. There are several issues surrounding the property including illegal vending and homeless encampments that are of concern to the BID. Because they are part of the federal government, they use the federal protective services and will not even call or allow LAPD or BID security on their property. Seyler said they will actively monitor areas just outside the property and maintain contact with the property manager.

3. Jack-in-the-Box meeting/fast food security issues: Mariani reported that the meeting with the asset manager had been cancelled again and they hope to reschedule in two weeks. Employees are continuing to call BID security as issues arise.

4. Homeless Outreach: The VA is continuing to work with local service providers. The HOT Team met today and reported on the status of several homeless individuals that they have been working with.

C. Streetscape Committee

1. Hollywood Community Plan update: MacPherson reported that the PLUM Committee has scheduled its next hearing on April 17th. All board members are encouraged to attend and offer public testimony. A homeowner group is gathering signatures for a petition to oppose the plan. She asked the board to consider taking a formal position in support of the Community Plan and draft a letter to Councilmembers Garcetti and LaBonge, as well as those that sit on the PLUM Committee.

It was moved by John Given, seconded by Lillian Kuo and CARRIED to support of the Hollywood Community Plan and draft a letter to Councilmembers Garcetti, LaBonge, Reyes, Huizer and Englander endorsing the elements of the Plan that uniquely pertain to the Sunset & Vine BID. Unanimously approved.

2. Update on Sidewalk Liability Ordinance: MacPherson said that the BID Consortium is going to meet with the public works staff to provide input on the proposed ordinance, which would place the liability for sidewalk repair on adjacent property owners. She will update the board on the item progresses; however there is no indication that the item will be sent to council committee anytime soon.

3. Update on city-wide waste franchise proposal: The proposal is currently in the Mayor's office but has not yet been scheduled for a city council hearing; staff will keep monitoring the situation. Staff has agreed to send an email blast to property owners identifying the most salient points of the ordinance that would impact their business.

VII. New Business

1. SB949 - Community Benefit Districts: MacPherson stated the board's letter in opposition to this proposed legislation is included in the meeting packet. It is scheduled for a committee hearing on April 18. Pogorzelski noted that the BID stationary needs to be updated with the current officers.

2. Vine Street Garage: The council office is currently in reconnaissance mode to create an operating plan for the new parking structure. Morrison said that the council office will create an online

survey for all the businesses within a three-block radius of the garage to gauge the demand for parking spaces.

3. Hollywood Chamber retreat: Morrison, Folb and Conti attended the recent Chamber retreat and indicated that there were opportunities to work cooperatively with the Chamber on various initiatives in the coming year. All three individuals reside on the Chamber board and will continue to keep the CHC Board apprised of any opportunities to collaborate.

VIII. Old Business

There was no old business to report.

IX. Next Meeting

The next meeting is scheduled for Tuesday, May 8.

IX. Adjournment

The meeting was adjourned at 5:57 p.m.